



EMTEC ADVISER

INFORMATION TECHNOLOGY SOLUTIONS AND STRATEGIES

Vol. 14 No. 2 March/April 2011

In This Issue...

Back to the Future: Cloud evokes memories of mainframe computing but delivers forward-looking innovations...pg. 4

Apps Under Fire: Proxy-based Web application firewalls can help stem the tide of Web app attacks...pg. 7

Facing Legal Challenges: Organizations unprepared to meet coming e-discovery demands for social media content...pg. 9

Enforcing Password Policy: Single sign-on gives end-users just one strong password to remember...pg. 14

App Savvy

Recent acquisitions bolster Emtec's application development and implementation capabilities.

Legend has it that the first software bug was literally that — a moth caught between two electrical relays that caused a Mark II computer at Harvard University to crash back in 1947. Since that time, any application that fails to work properly is said to have a bug.

With a pair of recent acquisitions, Emtec has enhanced its ability to ensure customers that their application infrastructures remain pest free.

On Feb. 3, the company acquired Dinero Solutions, LLC, a consulting and integration practice focused almost entirely on service delivery of Oracle applications and technology. On March 1, Emtec finalized the acquisition of Covelix, Inc., an application development organization that specializes in providing a disciplined



approach to solving complex software challenges.

Growing Strong

The acquisitions significantly enhance Emtec's ability to provide greater onshore and offshore development depth for all practice areas. More importantly, they add to an already impressive portfolio of services, solutions and talent that enable Emtec to deliver a full suite of IT services in the areas of IT Consulting, IT Infrastructure Services, Application Services and Cloud Solutions.

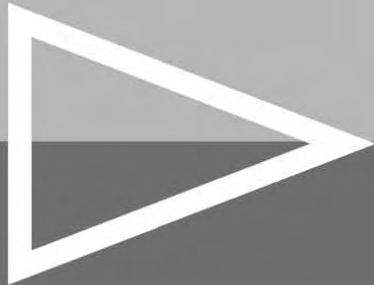
"With these acquisitions, we continue to build on our unique ability to

provide customers with the best people, technologies and services in virtually limitless combinations to meet their specific requirements," said Dinesh Desai, CEO, President and Chairman of Emtec. "We believe this sets Emtec apart in the area of IT delivery."

The numbers back up Desai. Emtec continues to show steady growth, reporting a 28 percent increase in revenue, including a 37 percent increase in services and consulting revenue for the second quarter of 2011 as compared to the same quarter in 2010.

PRSR STD
U.S. POSTAGE
PAID
Tulsa, OK
Permit No. 2146

The Adviser



KEY FEATURES

- » Remote hosted service, powered by industry-leading BMC Remedy ITSM technology
- » BMC handles ongoing administration, backup, and maintenance of the software and related infrastructure
- » You purchase the software *capability*, not a software license
- » Subscription-based, “pay-as-you-go” pricing
- » Architected with the BMC Atrium CMDB for centralized IT management
- » Ongoing administration, backup, and maintenance handled by BMC
- » Best-in-class consolidated service desk with ITIL and other best practices built-in
- » Trusted configuration data and service maps
- » At-a-glance analytics that reflect how effectively IT is supporting critical business applications and services
- » Alignment of the IT service management lifecycle to your business requirements
- » ITSM data migration — moves data from your current BMC Remedy or third-party applications to your new BMC Remedy ITSM On Demand solution

Navigate the crossroads of IT Service Management with BMC Remedy OnDemand

IT Service Management is the intersection of business and technology strategy with planning and operations to ensure that IT is focused on delivering business value. **BMC Remedy OnDemand** is a new SaaS-based offering that gives your organization access to all the benefits of BMC’s industry-leading IT service management solutions — without the costs and overhead associated with hosting and managing on-premises software. Using BMC Remedy OnDemand, you can phase in IT service management quickly and incrementally, beginning with one region or process and including others as needed. Implementation times are greatly accelerated through an established onboarding methodology and pre-configured data that reflects BMC’s ITIL-aligned, best-practice process models based on hundreds of successful implementations. This allows you to begin receiving a return on your BMC investment as soon as possible.

For more information, please contact
 Deanna Evers
 800-800-8894 x127897
 information@emtecinc.com
 WWW.EMTECINC.COM



Relieving Implementation Pain

Over the past decade, thousands and thousands of companies have implemented ERP systems in order to link human resources, finance, inventory controls, order entry, data warehousing and more. These systems undoubtedly transform the business by delivering incredible efficiencies, but the implementation can be agonizing. By some estimates, more than 90 percent of ERP projects finish past due.

The problem often lies with technology partners who fail to understand that implementing ERP is not just about the applications — it's primarily about the business.

Dinero Solutions, which Emtec recently acquired, takes a different approach. That's what got the attention of Green Mountain Power.

Founded by a group of former Oracle Applications and Information Technology executives, Dinero was ideally suited to implement Oracle EBS for Green Mountain Power. Furthermore, the Dinero team spent significant time and resources on upfront planning and fostering a collaborative environment. The payoff was a smooth implementation in just four months, resulting in a better-integrated, standardized and simplified IT landscape. Purchase orders and invoices are created in hours instead of days, an 87 percent reduction in time. Financial results are now calculated in 5 days versus 15 — a 67 percent decrease.



Jan Ferro, procurement director for Green Mountain Power, said the Dinero team's ability to interact with her company's IT and finance groups "significantly accelerated the execution of each project and streamlined user acceptance."

The speedy implementation was critical for Green Mountain Power, which serves more than 90,000 customers in the New England area. The company has built its business and its reputation on providing eco-friendly power with exceptional reliability and responsiveness. It couldn't afford a protracted, problematic implementation that could interfere with its customer service.

Green Mountain Power selected Oracle based on the extensive list of functional modules in EBS and its ability to meet a significant proportion of its business needs right out of the box. The package installed includes Oracle Financials, Oracle Project Management and Oracle Supply Chain Planning. Now part of Emtec, the Dinero team continues to work with Green Mountain Power to leverage additional system features.

Selecting the right application package was obviously an essential element of achieving such benefits, and Oracle EBS is the most comprehensive suite of integrated, global business applications. Beyond that, it required engaging a technology partner — Dinero Solutions — that had a deep understanding of the solution and who was also committed to investing the time and resources to understand their criteria for success.

Upgrading core business applications is never fun, but it doesn't have to be painful. With the acquisition of Dinero Solutions, Emtec has expanded our ability to deliver pain-free Oracle EBS solutions. We are proud to have them as part of our team!

Cover Story

continued from page 1

Eyes on Apps

Emtec's application development, testing and implementation abilities are now positioned to contribute to the company's continued strength. Application development is a key area of focus for organizations of all sizes as the rise of cloud, mobility and virtualization technologies increase the demand for a wide variety of business-enabling applications.

In a recent survey of 933 technology decision-makers and approximately 2,500 developers at North American and European enterprises and small to midsize businesses (SMBs), Forrester Research determined that new software projects will constitute a larger portion of enterprise and SMB software budgets than in recent years and that software development spending will increase in 2011.

Dinero, founded in 2000 with corporate headquarters in the greater metro-Atlanta area, has built its success

"With these acquisitions, we continue to build on our unique ability to provide customers with the best **people, technologies and services** in virtually limitless combinations to meet their specific requirements. We believe this sets Emtec apart in the area of IT delivery."

— Dinesh Desai,
CEO, President and Chairman of Emtec.

around an expert team of experienced Oracle application and implementation specialists. This acquisition enables Emtec to offer its clients complementary capabilities around the Oracle E-Business Suite (EBS). Dinero delivers specialized solutions to Fortune 500 enterprises as well as SMBs with a primary focus in the financial services, utilities and distribution industries. Clients include Green Mountain Power, CSX, Cellular South, Nordstrom and Friedman, Billings & Ramsey.

"Dinero has enjoyed double-digit revenue growth and profitability over

the past seven years while continuing to refine its strategic focus on Oracle EBS implementations and complementary custom software development," said Desai. "By integrating these skills into our growing consulting organization, we can implement, maintain and support our clients' ERP applications in an efficient and timely manner."

Delivering Value

Covelix is headquartered in Kirkland, Wash., with a major offshore development facility in Pune, India.

They hold long-term relationships and preferred vendor status with many leading software companies. The company has a strong focus on Microsoft technologies such as .NET, Microsoft Dynamics CRM, Exchange, SharePoint, SQL Server and others along with a significant practice in Java, LAMP and other open source technologies.

With a highly rigorous and creative working culture and a progressive training and development program, Covelix has always attracted talented engineers. "Covelix significantly increases our ability to deliver cost-effective solutions through an optimum mix of offshore and onshore development and adds to our sales strength in the Northwest U.S. region — one of the leading IT clusters in the United States," said Desai. "In addition, the Covelix development center in Pune gives us strength in one of the premier IT development regions in India."

Back to the Future

Cloud platforms evoke memories of mainframe computing but deliver forward-looking innovations.

Is everything old new again? As cloud computing continues to gain momentum, it is hard to ignore the decidedly “retro” elements of this approach to IT infrastructure.

The advent of distributed, massive-scale cloud computing today is enabling organizations in all industries to create environments reminiscent of the centralized approach to computing that was standard back in the 1970s and early 1980s. In those days, computers were usually time-shared among multiple users working on “dumb” terminals connected to a central mainframe machine located in some remote corner of the building.

Cloud computing makes use of the Internet to connect remote users to massive, warehouse-scale data centers that house large networks of processors and memory for crunching and storing data. The idea is to remove the burden of heavy processing from the desktop and move it into these cloud data centers, thus taking advantage of economies of scale and shared resources.

The cloud also allows organizations to leverage desktop virtualization and thin-client technology to recreate the corporate computing environment in a secure and controlled setting. This removes much of the cost and hassle of managing hundreds or thou-

sands of desktop computers. The IT organization is freed from the tasks of patching operating systems, installing and updating applications, and ensuring that data is protected on each and every desktop.

2011 a Breakthrough Year?

In 2010, these factors helped cloud computing gain momentum across virtually every sector of industry, with several surveys indicating that more governmental agencies, commercial businesses and non-profit organizations have either already deployed some model of a cloud solution or have plans to evaluate a cloud solution in the near future. Most networking experts and technology analysts expect even more consistent and sustainable growth in 2011 and beyond.

Analysts at IDC expect spending on public IT cloud services to grow at more than five times the rate of the IT industry in 2011, up 30 percent from 2010, as organizations move a wider range of business applications into the cloud. The firm also predicts small and midsized business cloud use will surge in 2011, with adoption of some cloud resources topping 33 percent among U.S. midsize firms by year’s end.

IDC says the combination of an aging server installed base, IT managers’ increasing need to rein in

virtual machines, and a general upturn in the buying environment is boosting sales of commodity-type servers used in public and private cloud-computing systems. IDC predicted that server revenue in the public cloud category will grow from \$582 million in 2009 to \$718 million in 2014. Server revenue for the much larger private cloud market will grow from \$7.3 billion to \$11.8 billion (about 62 percent) in the same time period, IDC said.

For many organizations, their experiences in 2010 proved that cloud computing can meet the demand for improved IT efficiency through a virtualized, secure infrastructure solution that is scalable, reliable and can provide organizations higher availability at lower costs when compared to a dedicated IT environment.

“There has been a clear market trend of small and medium-sized businesses looking to get out of the business of owning and maintaining their own IT infrastructure,” said Rahul Bakshi, vice president of product management, managed services, at SunGard Availability Services. “These companies want to tap into the investment service providers have made in IT tools, automation and elastic technology.”

Mobility and More

While cloud computing provides a new twist on an old idea, there is no mistaking that it can deliver 21st-century benefits. The real advantage of this type of computing is mobility. End-users can access the corporate computing environment, including operating system, applications and data, from anywhere using a traditional PC, thin client or other network-connected device.

“Users enjoy the convenience of accessing their data from anywhere and at any time, so long as they have a network connection,” said network architect Cedric Lam of Google.

IDC expects cloud services and mobile computing to mature and coalesce with social networks to create a new mainstream platform for both the IT industry and the industries it serves. Frank Gens, senior vice president and chief analyst at IDC, says this new platform will deliver value-generating overlays of social business and pervasive analytics. In addition to creating new markets and opportunities, Gens said, this restructuring will “overthrow nearly every assumption” about who the industry’s leaders will be and how they establish and maintain leadership.

“What really distinguishes the year ahead is that these disruptive technologies are finally being integrated with each other — cloud with mobile, mobile with social networking, social networking with ‘big data’ and real-time analytics,” he said. “As a result, these once-emerging technologies can no longer be invested in, or managed, as sandbox efforts around the edges of the market. Instead, they are rapidly becoming the market itself and must be addressed accordingly.”

Building a Cloud Strategy

As cloud computing moves beyond the definition phase into the adoption phase, organizations must move beyond current ad-hoc adoption methods and develop a well-defined implementation strategy in order to achieve real business objectives.

“To be successful with cloud computing, CIOs must develop a thorough and rigorous adoption strategy that can prove value and be replicated,” said Drue Reeves, research director for the Burton Group research and advisory firm. “Now is the time to build a viable cloud strategy that takes into account the risks but is fully focused on reaping the rewards for the enterprise.”

Burton Group recommends CIOs commit the time and resources needed to develop a realistic cloud adoption strategy by using a five-step program:

Pre-work: The objective is to identify key stakeholders and cloud computing objectives. The adoption strategy requires significant resources to perform business impact analysis, application assessment, cost analysis and a vendor-selection process. When identifying the scope of the effort, the maturity of existing processes will impact the effort and resources required.

Business and application assessment: The objective is to determine what applications are cloud-ready. This can be done in a four-part analysis: business impact analysis, application assessment, cost analysis and the impacts on the organization.

Vendor-selection process: The objective is to meticulously examine a vendor’s service. Cloud vendors’ details should be transparent and meet application requirements. The scenario may arise where the application is ready for cloud, but the cloud is not ready for the application.

Mitigate risk and liability: Some risk can’t be avoided, but the objective is to mitigate such risk. This requires up-front planning and the development of a clear exit strategy. Consider the use of a “cloud broker” to serve as an intermediary between end users and cloud providers.

Steady State: The objective is to inject cloud management principles into everyday operational procedures. Do this by employing sound cloud governance procedures and measuring how the adoption strategy is meeting the defined business objectives.



IBM InfoSphere

Turning information into understanding

IT departments continue to expend excessive time and effort searching, cleaning, transforming and pushing information across the enterprise organization — yet businesses seldom gain a complete understanding of data across departments and align that understanding with the enterprise business perspective.

IBM's InfoSphere product family changes that.

Built on an open architecture, InfoSphere solutions help profile, model, define, map and govern information that is spread across your enterprise, so you can deliver the right information, to the right people, at the right time.

Let Emtec's Information Management Team show you how to use IBM InfoSphere to glean valuable business insight from your data. Contact us today at **800-800-8894 x127897** or at **information@emtecinc.com**.



© Copyright IBM Corporation 2010. IBM-101

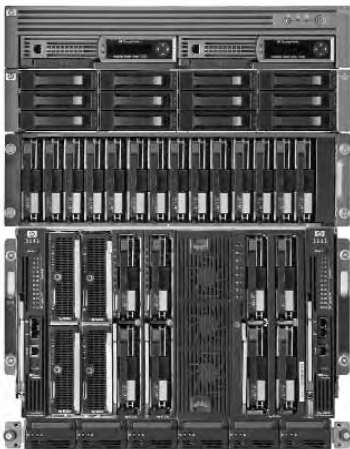


change
+
hp



Powerfully simple

Build IT better with HP BladeSystem



While most blade server systems consist of an enclosure containing server blades, cables and power supplies, HP BladeSystem solutions offer a more evolved infrastructure management platform. Instead of solving server issues, HP BladeSystem solutions address infrastructure issues using advanced management tools that incorporate computing, storage, power, and network resources into a virtualized, self-aware, automated environment. With HP, your customers can manage a pool of resources as easily as managing one machine.

Complete with an integrated 4Gb SAN switch from Brocade or McDATA, HP BladeSystem infrastructures deliver a more efficient way to build an infrastructure that is optimized for efficiency and change. These solutions combine the plug-and-play simplicity of blade design with industry leading switching technology from leading SAN fabric providers. Also, by using the industry's leading enterprise management tools, this platform creates a universal management system for Linux® and Microsoft® Windows® environments.

Blades are widely viewed as compact and efficient servers that primarily save space and power. However, HP believes the power of the blade concept is about more — simplification of the entire infrastructure — through consolidation, integration, and unified management.



For more information, please contact
Deanna Evers
800-800-8894 x127897
information@emtecinc.com
WWW.EMTECINC.COM

© 2011 Hewlett-Packard Development Company, L.P. HP-164

Apps Under Fire

Proxy-based Web application firewalls can help stem the tide of Web app attacks.

Hackers are no longer merely scanning for open ports on network firewalls to attack. They have shifted their tactics to targeting applications directly. Security experts say 80 percent of attacks today happen at the application layer, thus evading traditional methods of perimeter and core network protection.

“The need to protect Web applications that contain sensitive credit, financial or personal information from increasingly sophisticated attacks and data loss has never been greater,” said Paula Musich, senior analyst, Current Analysis. “The simple fact of the matter is that organizations are deploying Web applications and regulated Internet-facing data more broadly than ever. For hackers and cyber-criminals, that’s like painting a giant bulls-eye on those applications.”

Web application firewalls (WAFs) are proving to be useful in protecting Web apps against attack. A WAF is an appliance or server application that watches http/https conversations between a client browser and Web server at layer 7. The WAF then has the ability to enforce security policies based upon a variety of criteria, including signatures of known attacks, protocol standards and anomalous application traffic.

While WAFs add a new layer of protection to an organization’s security arsenal, the broad array of product form factors, architectures and other selection criteria make evaluation difficult. One of the chief considerations is whether to choose a non-proxy-based or proxy-based WAF.

How They Differ

In proxy-based application firewalls, the connection to the application is controlled by the proxy, and no packets or sessions flow to the back end until the proxy has inspected and validated the incoming data. Separate TCP sessions are used to manage and inspect user sessions and back-end server sessions.

Non-proxy-based application firewalls work off a Switched Port Analyzer by sniffing the traffic or without fully terminating TCP/IP protocol. These WAF products are an extension of intrusion prevention systems, which are commonly used by data centers to defend common desktops and servers against well-known virus and worm attacks.

When deciding which WAF technology best suits your needs, the following functionalities are worth examining:

Cloaking

Hackers gather information in order to launch an attack on a Web server by trying to simulate error conditions on a Web site. Often, the resultant error messages expose information about the Web server,

application server or the database being used. This information is then used to launch a full-scale attack on the Web infrastructure.

A proxy-based WAF intercepts the response from the back-end server and forwards it to the client only if it is not an error. If the response is an error, the WAF can suppress the response containing debugging information and send out a custom response. The WAF also removes headers such as server banners, which can be used to identify servers.

Input Validation

A WAF should secure applications where the incoming traffic may be encrypted or encoded using a nonstandard character encoding. A proxy-based WAF decrypts and normalizes data before running various types of checks in order to ensure that no attacks are smuggled inside of encrypted or encoded packets. It also offers multiple ways of securing inputs. Non-proxy-based WAFs cannot encrypt or digitally sign application data, and do not provide effective input validation.

Data Theft Protection

Proxy-based WAFs intercept outbound data, so they can be configured to ensure that sensitive data such as credit card numbers are either masked or altogether blocked to protect data leakage. This is possible because the proxy-based WAF sits in line with the application server and secures data on both incoming and outgoing paths. This is not offered by non-proxy-based WAFs.

Protect Against Application Layer Denial of Service Attacks

There are many ways of launching an application layer denial of service attack. Web applications maintain state information — such as the number of items in a shopping cart — with the help of sessions, which require some memory resources on the Web servers. Denial of service attacks lock up memory resources by forcing a Web server to create thousands of sessions, leading to performance degradation and even a server crash.

The WAF should be able to control the rate at which requests reach the Web server and track the rate of session creation. This is only possible with a system that proxies on behalf of the Web or application server.

Centralized security enforcement

The ability to enforce all security policies from a single control point allows for simplified operations and infrastructure and ensures safer and more efficient security administration. Because a non-proxy-based WAF does not terminate TCP connections, it does not have the ability to request credentials from incoming

users, issue cookies upon successful credential exchange, redirect sessions to particular destinations, or restrict particular users to particular resources. Proxy-based solutions, on the other hand, can be an Authentication, Authorization and Accounting (AAA) authority or fully integrate with existing AAA infrastructure.

Control the Response

Because of the wide range of security violations, it is important that the administrator be able to respond to different threats differently. Only proxy-based solutions are able to offer this sort of flexibility.

SSL Architectural Considerations

Application attacks use SSL cryptography and common encoding techniques to bypass traditional security measures and hide their attacks. Proxy- and non-proxy-based WAFs are quite different in the way they handle SSL cryptography and key management.

Non-proxy-based WAF vendors claim that they have the technology to “see” into an SSL encrypted packet as it passes by the WAF. However, because decrypting and analyzing the data takes time, the attack will have already reached the back-end servers and completed the transaction by the time the non-proxy-based WAF is ready to make a decision.

Proxy-based WAFs, on the other hand, are designed to serve as an SSL termination endpoint. They tightly couple TCP, SSL and HTTP termination, giving them complete visibility into application content and allowing them to perform deep inspection on the entire session payload, including headers, URLs, parameters and form fields.

Accelerate and Scale Application Delivery

It is important that a WAF product does not negatively affect end-user response time. Proxy-based firewalls fully terminate the TCP, SSL and HTTP protocols, reducing end-user response time. They should be able to cache static content from the application, offloading servers and saving download time, and pool TCP connections to the back-end servers and offload SSL processing, thereby reducing server load and end-user response time. Non-proxy-based WAF products do not offer these features.

While non-proxy-based WAF products have evolved, they only provide some of the functionality necessary to fully protect a Web application. This isn’t adequate when it comes to protecting mission-critical business applications and confidential data. On the other hand, proxy-based WAFs offer complete and comprehensive protection for enterprise Web applications.

0% Financing. 100% HP.

Get the technology you need with 0% financing from HP Financial Services



Smart Buys on HP business laptops

The HP Smart Buy promotion offers instant savings on expertly preconfigured, HP-recommended business solutions designed specifically for small businesses. Smart Buy HP Business notebooks offer significant savings on current HP technology. Smart Buy products and options have a promotional list price with excellent savings built in up front.

No rebates, no claims no hassle; HP-recommended business solutions designed specifically for small businesses made simple.

*For more information and a full listing of eligible equipment,
contact your Emtec representative.*



For more information, please contact

Deanna Evers

800-800-8894 x127897

information@emtecinc.com

WWW.EMTECINC.COM



© 2011 Hewlett-Packard Development Company, L.P. HP-192

Facing Legal Challenges

Organizations are unprepared to meet coming e-discovery demands for content from social media Web sites, experts say.

By the end of 2013, half of all companies will have been asked to produce material from social media Web sites for e-discovery, according to Gartner. However, experts say organizations are woefully unprepared to meet this legal challenge.

E-discovery refers to the identification, preservation, collection, preparation, review and production of electronically stored information in legal and regulatory proceedings. E-discovery accounts for 30 percent to 50 percent of litigation costs due to the challenges associated with locating discoverable information within short timeframes.

E-discovery of social media content is expected to be particularly problematic. In a recent survey commissioned by the Deloitte Forensic Center, 62 percent of respondents who expressed an opinion said their companies are concerned about the e-discovery challenges posed by online social media forums. One-quarter of respondents indicated that their companies are ill-equipped to handle e-discovery requests pertaining to business-related use of social media, and an additional 36 percent indicated their companies are only somewhat prepared.

“The demands of e-discovery are clearly growing. Facebook and Twitter have not only become more prevalent in employees’ personal lives, but have also become more accepted in the workplace, as companies are beginning to leverage social media platforms throughout the corporate environment,” said Jeff Seymour, leader of the northeast analytic and forensic technology practice for Deloitte Financial Advisory Services LLP.

Growing Concern

Gartner Vice President and Distinguished Analyst Debra Logan says that internally managed collaboration and social media content is coming up frequently in e-discovery requests. The more integrated the system — unified communications, for example — the more likely that one form of content is reasonably calculated to lead to the discovery of admissible evidence. Because there is legal uncertainty about the role of social media in e-discovery, managing it is challenging, and claiming that personal social media content is private

is no shield for the individual, as recent cases have shown.

“In e-discovery, there is no difference between social media and electronic or even paper artifacts. The phrase to remember is ‘if it exists, it is discoverable,’” said Logan. “Unique aspects of social media present additional challenges, but as with an overall information governance strategy, the key to avoiding or mitigating potential legal issues in the use of social media for business purposes is to have a governance framework, policy and user education.”

Gartner analysts say that nonexistent or ineffective governance of social media exacerbates the e-discovery problem. Although the use of social media in enterprises is on the rise, few organizations have comprehensive governance policies in place for its use. Enterprises need an overall governance strategy for all applications and information in order to reduce e-discovery costs and risks, and this strategy should include content created on social media.

“Social media content is like all other content that is created by compa-

nies and individuals and is subject to the same rules, laws and customs,” said Logan. “Policymakers need to keep policies simple when it comes to what should and should not be done online. A good rule of thumb is that whatever the company code of conduct is for in-person encounters, and whatever the rules are for general good behavior and common sense apply in the online world as well.”

What’s Your Policy?

Logan said that the legal landscape around social media remains a patchwork due to overlapping, conflicting and contradictory laws and regulations, in addition to the procedural rules propagated by national and international legislative and regulatory bodies. There are some specific laws and regulations applicable to certain vertical markets that make the governance of social media relatively easy, such as SEC Rule 17a-4. For most other businesses, however, there are no clear rules, and it is up to individual organizations to decide how to use and govern social media. Gartner does not expect

there to be clear guidance from courts or regulators in the near future. Therefore, the safest option is to develop a clear policy and apply it consistently.

Logan said that in some cases, it may be appropriate to ban access to social media in the workplace. Indeed, Gartner estimates that by the end of 2012, 50 percent of companies will attempt to block access to some or all social networking sites.

“If, for example, a technology creates content that cannot be captured for archival purposes and that archive is required by law, then the organization must tell employees who are subject to the rules not to use the technology even unofficially,” she said. “(Employees) could do so anyway, of course, because of the free availability of many consumer-grade social media sites, but doing so might violate the conditions of their employment or professional licensing resulting in the most stringent of penalties, particularly in the case of lawyers, brokers, doctors and accountants.”

Social Marketing Continues Meteoric Rise among Small, Local Businesses

Local merchants who have very limited time and money for marketing are gravitating toward simple, low-cost online marketing methods such as Facebook and other social media, according to MerchantCircle’s quarterly Merchant Confidence Index survey of more than 8,500 small and local business owners across the U.S.

With its huge consumer adoption, ease-of-use and low barrier to entry, Facebook continues to be a popular way for merchants to market their businesses. With 70 percent using the social network for marketing, up from 50 percent one year ago, Facebook has now surpassed Google (66 percent) as the most widely used marketing method among local merchants. Furthermore, while 40 percent of merchants rate Google search as one of their top three most-effective marketing methods, a healthy 37 percent rate Facebook as one of their most-effective tools.

Facebook Places has benefited from this high level of adoption to reach a 32 percent current usage rate, with an additional 12 percent of merchants citing plans to use Facebook Places in the coming months. While Foursquare’s usage is up from just 2 percent one year ago, use of the location-based service has remained steady at

about 9 percent over the past two quarters. Twitter has also grown in popularity over the past year, with nearly 40 percent of local merchants using the micro-blogging platform to build awareness and community around their products and services, up from 32 percent in Q4 2009.

While new marketing services such as mobile marketing and group buying are generating significant buzz in the media, local merchants have yet to tap these unproven marketing methods. According to the MerchantCircle survey, more than half of local merchants are spending less than \$2,500 a year on marketing, and 60 percent have no plans to raise their budgets this year. Many merchants are also struggling to manage their existing programs and don’t have time to take advantage of new, unproven services.

“Online marketing continues to be a challenge for most local businesses, and many merchants are working with very small budgets and almost no marketing resources,” said Darren Waddell, vice president of marketing at MerchantCircle. “The marketing methods we see gaining the most traction are therefore the ones that offer merchants simplicity, low costs and immediate results.”

Cooking up Greater WLAN Speed

The IEEE continues to turn up the heat on WLANs, with the new 802.11ac Wi-Fi standard expected to deliver Gigabit speeds.

The continued quest for wireless connectivity in a multitude of devices has now been joined by an insatiable appetite for speed. Today's fastest wireless LAN (WLAN) standard, 802.11n, delivers theoretical raw data speeds in excess of 500Mbps — but that's not enough. To help satisfy the hunger for ever-faster WLANs, the IEEE is now adding to its alphabet soup of Wi-Fi technology standards. The latest concoction is 802.11ac, a new technology developed to provide Gigabit speeds.

The IEEE is expected to release a draft of the 802.11ac standard sometime in 2011, with the first 802.11ac-enabled devices to reach the market sometime in 2012. Research firm In-Stat forecasts rapid uptake of the new standard, with shipments of 802.11ac-enabled devices going from zero in 2011 to nearly 1 billion by 2015.

"The goal of 802.11ac is to provide data speeds much faster than 802.11n, with speeds of around 1Gbps," says Frank Dickson, vice president of research, In-Stat. "The timing for 802.11ac approval is to have a draft standard created by 2011 and have the first 802.11ac products out by the end of 2012. The technology behind 802.11ac has not been finalized. However, it will likely involve bonding four or even eight channels together and some tweaks to the modulation scheme."

The Nth Degree

The 802.11n standard, finalized in March 2009, gave a real boost to WLAN performance. While older 802.11g technology provides real WLAN throughput in the 20Mbps to 25Mbps range, 802.11n delivers at least 100Mbps by improving the efficiency of media access control. It also uses more of the wireless spectrum, when available, to enhance performance; while 802.11g uses 22MHz-wide channels, 802.11n supports up to 40MHz-wide channels. It is also designed to resist interference from neighboring Wi-Fi systems and 2.4GHz devices.

But the heart of 802.11n is a technology called MIMO — short for multiple input, multiple output — that employs multiple antennas and radios

to transmit and receive data. Although multiple paths typically degrade radio signals, MIMO uses a technique called spatial multiplexing for simultaneous transmission. This not only increases bandwidth but provides greater coverage, enabling very high-speed connections over distances of 150 feet or more.

As a result, a state-of-the-art 802.11n WLAN can achieve speeds of 300Mbps using two spatial streams, and future developments will bring speeds of up to 600Mbps using three or four spatial streams. The 802.11 working group is taking a similar path to reach the goal of 1Gbps throughput with 802.11ac.

Crank up the AC

The proposed 802.11ac standard features well-known technologies, including MIMO, along with an increase in the radio channel. Just as 802.11n increased throughput by doubling channel width from 20MHz to 40MHz, 802.11ac provides even greater speeds thanks to wide 80MHz channels. In addition, advances in processing power have made it possible to use more sensitive coding techniques that depend upon finer distinctions in the received signal.

Increasing efficiency — that is, maximizing the number of megabits transmitted per megahertz of spectrum — is another way to increase data throughput. A new technology called multi-user MIMO (MU-MIMO) improves upon the capabilities of the 802.11n technology by enabling the simultaneous transmission of different data frames to different end-users through spatial awareness of clients and sophisticated queuing systems.

With any WLAN technology, the real throughput (100Mbps for 802.11n) is generally a fraction of the theoretical throughput (500Mbps for 802.11n). Thus, the 1Gbps data rates of 802.11ac may exist only in ideal conditions. Furthermore, few Internet connections or internal LANs operate on that kind of bandwidth, so an upgrade to 802.11ac may not result in any real performance gains. Nonetheless, those who savor the idea of having the fastest WLAN possible are expected to rapidly boost the nascent market for 802.11ac devices.

Cloud Elevating IT's Role

Cloud computing is fundamentally changing IT, enabling a more central role for IT in shaping business strategy and driving innovation, according to a recent survey of 200 IT managers in the U.S. and Europe. Respondents to the survey conducted by IDG Research Services for CA Technologies were nearly unanimous (96 percent) in saying the primary role of IT has changed over the past five years, and 50 percent said an increase in cloud-based services — particularly those that were formerly managed in-house — has contributed to this evolution.

While acknowledging that the current value of IT is largely defined by its role as owner and operator of IT infrastructure, 54 percent of respondents said they believe that within two years the primary value of IT will come from managing the IT supply chain.

The survey also indicates that IT professionals believe cloud computing accelerates agility (63 percent), innovation (58 percent) and collaboration (57 percent). Respondents anticipate cloud computing will boost IT productivity (55 percent) and decrease the level of staff time/resources dedicated to IT support (40 percent).

Sixty percent of respondents said demand for personnel with expertise in cloud computing has increased in the last five years, and 63 percent expect demand to grow over the next two years. Nearly 70 percent of respondents agree that an increasing number of CIOs and senior IT staff will have a business (as opposed to a technology) background in the future.

Mobile Computing Top IT Challenge

The control and use of smartphones, tablet computers and other mobile devices in the workplace has become the No. 1 challenge for business technology professionals, according to a recent survey of CPAs and financial executives conducted by the American Institute of Certified Public Accountants (AICPA).

The finding was based on responses from nearly 1,400 CPAs nationwide specializing in information technology. In addition to mobile devices, the survey signaled future IT issues will revolve around implementation of touch-screen technology, deployment of faster networks and voice recognition technology.

"The surging use of smartphones and tablets means people are doing business, exchanging sensitive data wherever, whenever they want to," said Ron Box, CPA/CITP, CFF. "The technology is advancing so rapidly that the capabilities for controlling and protecting the information on mobile devices is lagging behind. What was once as simple as losing your phone could now create an enormous security risk for organizations."

"Driving business value while managing risk means using technology solutions like encryption and asserting policy controls over what you can and can't do remotely," said Joel Lanz, CPA/CITP, CFF. "This is forcing IT professionals to think anew about how to manage networks and will now require a whole new level of communication with users."

Cyber Espionage a Growing Threat

Enterprises are not taking the threat of cyber espionage seriously enough, and many have not taken adequate steps to prevent an attack, according to a recent study by independent technology analyst Ovum.

"Cyber criminals are graduating from stealing credit cards and banking credentials to targeting corporate plans and proprietary information. They want valuable information such as product and technology blueprints, customer lists or information that can be used to embarrass or disadvantage a victim," said Graham Titterton, author of the report and Ovum principal analyst. "Almost every organization has sensitive information that would damage it if it were to be leaked out; however, many have overlooked cyber espionage in their preoccupation with preventing the theft of financial data."

Cyber espionage is usually aimed at key individuals within an organization, who are sent "spear phishing" e-mails containing malicious links or attachments that infect their machines. The criminals then use malware to identify assets, decrypt login details and steal the target information.

The report advises enterprises to increase their awareness of cyber espionage, restrict the distribution of sensitive information, vet users who have access to high-value information, protect data held on third-party sites and conduct a risk analysis, including mobile devices and removable media. The report also warns enterprises that holding large amounts of data can increase the risk of falling victim to cyber espionage, and they should look to minimize data volumes.



Connect and Empower

Making people more productive is a direct result of enabling them to access resources and knowledge regardless of where they are and what device they use, through a user experience optimized for usability and adoption. SharePoint 2010 makes it possible to do all that, and more.

Whether deployed on-premises or as hosted services, SharePoint's integrated capabilities are enhanced by search technologies and enable you to rapidly respond to changing business needs by making data-driven decisions and by deploying customized solutions quickly and securely.

Contact Emtec at 800-800-8894 x127897 or at information@emtecinc.com to discover all the possibilities.



Reduce Piracy, Boost the Economy

The economy continues to struggle, and many businesses are looking for ways to cut costs and boost revenues to spur recovery. Reducing software piracy could do just that, according to the Business Software Alliance (BSA) and global IT market research and forecasting firm IDC. Reducing software piracy creates a ripple effect throughout the economy, generating new spending on related IT services and distribution. That spending, in turn, creates jobs and delivers new tax revenues — and the faster the reduction in software piracy, the greater the returns.

Software piracy includes any unauthorized copying, distribution or use of copyrighted software. It is a big business worldwide. U.S. Trade Representative Ron Kirk recently released the first annual report on so-called “notorious markets,” which include online and physical locations around the world where piracy and counterfeiting is rampant. These pirates cost the IT industry \$51 billion globally, while sapping competitiveness and innovation.

Reducing software piracy boosts the economy beyond its actual costs because of the so-called “multiplier effect.” Experts say that for every \$1 spent on legitimate packaged software, an additional \$1.25 is spent on related services from local vendors such as installing the software, training personnel and providing maintenance services.

Think Globally

The BSA/IDC study documented the impact of reducing piracy rates by 10 percentage points in 42 countries. The data show that such a reduction over the next four years would produce \$142 billion in new economic activity, with more than 80 percent accruing to local industries. The reduction would also create nearly 500,000 high-tech jobs and generate roughly \$32 billion in new tax revenues worldwide. Front-loading the gain by reducing piracy 10 points in two years compounds the economic benefits by 36 percent, producing \$193 billion in new economic activity and generating \$43 billion in new tax revenues by 2013.

BSA believes that software theft can be effectively reduced around the world by promoting education about the value of intellectual property and the business practice of managing and optimizing software assets through software asset management. Governments should commit to legal software use through active software asset manage-

ment policies and promote legal software use by all government agencies, state-owned enterprises, contractors and suppliers.

BSA also recommends implementing the World Intellectual Property Organization’s Copyright Treaty to create an effective legislative environment for copyright protection, online and offline. The World Trade Organization’s Trade-Related Aspects of Intellectual Property Rights Agreement also requires strong and workable intellectual property enforcement mechanisms, including providing for vigorous enforcement of misappropriation and infringement of new software innovations such as cloud technologies. These legal tools should be used to support dedicated resources for enforcement of intellectual property laws, including specialized enforcement units, and improved cross-border cooperation among law enforcement agencies.

Benefit Locally

Although these actions target pirates who sell thousands of unlicensed copies of software, making just one extra copy of an application — whether for profit or not — constitutes software piracy. Thus, businesses should examine their own practices to ensure that they are complying with software license requirements.

Software compliance benefits individual businesses by reducing the risk of legal fees, fines and penalties, which can be as high as \$150,000 per infringement. Eliminating pirated software also reduces security risks — pirated software is unsupported, potentially defective, and often harbors viruses, worms and other malware.

Establishing a software asset management process also helps organizations evaluate their software needs, maximize IT investments and improve overall performance. Unneeded software is systematically removed to free up space on existing hardware as well as to control licensing and support costs. Those budget dollars can then be reallocated to software purchases and upgrades that improve productivity and deliver competitive advantage.

A lot of businesses are worried about the economy right now, and many could take a positive step by scrutinizing their servers and desktops for unlicensed software. By eliminating pirated software, organizations can do a lot to help the economy — and their own bottom lines.

Analyst: Contact Centers Lack Maturity

Contact centers are in desperate need of technology transformation to meet the demands of their customers and agents, according to the largest benchmark research ever done on the state of contact centers worldwide. Based on input from almost 500 contact centers in all industry sectors, the report from Ventana Research cites immature processes, lack of information readiness, siloed applications and outmoded technology as challenges in the typical multichannel contact center.

Applying the Ventana Research Maturity Index, the research found that more than half of organizations’ contact centers are currently at the “Tactical” level of maturity, the lowest of the four levels. The analysis placed only 11 percent of contact centers at the highest “Innovative” level.

The research firm says that while many contact centers now support multiple channels of communications, only a few can track interactions across channels and even then it is typically only for traditional channels such as telephone, interactive voice response systems and e-mail.

“The explosion in the ways customers interact with companies has introduced significant new challenges for organizations and many contact centers have not adapted to meet these new demands,” said Richard Snow, VP of Research at Ventana Research. “Those organizations that invest in modern contact center technology are most likely to improve both the efficiency and the effectiveness of their overall operations and business performance.”

Power Management Market Growing

The PC and server power management software market is set to expand nearly fivefold from \$168 million in 2010 to \$783 million annually by 2015, according to a new report from Pike Research. The clean-tech market intelligence firm forecasts that PC power management software alone could reduce CO₂ emissions by almost 47 metric tons by 2015, equivalent to taking nearly 8 million cars off the road.

“Power management tools offer a fast return on investment for companies looking to save costs and reduce emissions,” said senior analyst Eric Woods. “Often, this software may even come free of charge, thanks to utility company rebates. This is a particular boon for corporate IT departments, since servers use 60 percent of their maximum power while doing nothing at all.”

However, Woods added that these benefits are not yet a sufficient selling point in some cases, since many IT departments are not responsible for energy costs and therefore do not have a powerful incentive to make changes.

Identity Theft Tops FTC Complaints

Reports of identity theft topped the list of consumer complaints to the U.S. Federal Trade Commission in 2010, the 11th consecutive year that ID theft has been at the top. Of 1.3 million complaints filed with the FTC in 2010, 250,854, or 19 percent, were related to identity theft. Debt-collection complaints came in second with 144,159 filings, or 11 percent of the total.

The report breaks out complaint data on a state-by-state basis and also contains data about the 50 metropolitan areas reporting the highest per capita incidence of fraud and other complaints. In addition, the 50 metropolitan areas reporting the highest incidence of identity theft are noted.

For the first time, “imposter scams” — in which imposters pose as friends, family, respected companies or government agencies to get consumers to send them money — made the top 10. The FTC also has issued a new consumer alert to help consumers avoid imposter scams.

The FTC notes that signs of an imposter scam include:

- They want you to wire money.
- They ask you to pay insurance, taxes or shipping in order to claim a “prize.”
- They claim to be with a government agency.
- They claim to be someone you care about, asking you to wire money to help them fix a car, get out of jail or a hospital emergency room, or get out of a foreign country.

The common characteristic in each of these scams is that they want you to act quickly. The FTC says it is essential to resist the pressure to act immediately before you’ve checked it out.

Creating a Connected Healthcare Community



- Critical communications integration
- Real-time, secure collaboration
- Device-independent communications
- Borderless patient care via mobility and video solutions
- Security solutions for people, assets and information

For more information, please contact
Deanna Evers
800-800-8805 x127897
information@emtecinc.com
WWW.EMTECINC.COM



ALC-03

Enforcing Password Policy

Single sign-on aids in regulatory compliance by giving end-users just one strong password to remember.

To end-users, passwords may be a necessary nuisance, but to many organizations weak passwords are a potential legal liability. A growing number of regulations stipulate that organizations be able to prove they have established an infrastructure that protects data from destruction, loss, unauthorized alteration or other misuse. Key to meeting those regulatory requirements is the ability to restrict end-user access to data, enforce proof of identity and audit online events.

Many organizations have established security policies to aid in regulatory compliance, but enforcing those policies can be a challenge. Simple human nature comes into play. Most of us are faced with a mind-boggling number of passwords to recall. Various studies have shown that most end-users have up to 10 passwords to remember,

with some survey respondents reporting that they have as many as 20 passwords to recall.

As a result, many of us resort to some sort of memory-jogging technique to save time and avoid being locked out of needed applications. Rather than supply a unique, robust password for every application and network function, we tend to use the same password for most or all programs, or simplify passwords to the point they're easy for others to guess. If we do keep multiple, distinct, cryptic passwords, we're likely to post them somewhere handy lest we forget.

Password Reduction Plan

Single sign-on (SSO) technology can help reduce password overload. As the name implies, SSO gives each employee a single user name and password to remember. Instead of logging into various network resources individ-

ually, the end-user logs into the SSO system once and gains access to all the files and applications he is authorized to use.

A SSO system creates a single, secure identity for each end-user by consolidating their credentials into their specific object within their network directory. Once they have a single identity, users simply authenticate once at the network login to launch their enterprise single sign-on solution, which handles their subsequent application authentications for them. The system serves as a proxy for each end-user, managing the authorization process for each application he needs to access. It does the job of remembering the various user names and passwords associated with each application on the end-user's behalf.

More than just a relief for forgetful end-users, SSO benefits organizations facing increasing regulatory scrutiny regarding their security practices by helping to ensure that password policies are followed. By consolidating user credentials into a single identity, SSO enables enterprises to set up the fundamental security framework necessary to enforce strict proof of identity. Doing so enables enterprises to meet regulatory requirements and better protect data by restricting user access to data and auditing online events.

Knowing Who's Who

Enterprises can restrict access to sensitive information by leveraging the role-based access rights for each user's identity established in the network directory. Leading enterprise SSO solutions reference this information to allow an administrator to configure end-user access to applications based on their functional grouping within the directory. This ensures only authorized users gain access to confidential information.

When integrated with multi-factor authentication technologies, SSO systems can require employees to verify their identity at the network login via a biometric, smartcard or token device — or any combination of these — as well as a complex password. When a user authenticates with multi-factor authentication, the enterprise has irrefutable evidence of the user's identity.

The enterprise can apply this strong proof of identity to report and audit the user's online events. For instance, once

the SSO system has confirmed the user's identity, it captures the time, number of attempts and authentication used to access the network. It also records the user's online events, the systems accessed or information altered, as well as the time he logs out.

Beyond Compliance

Regulatory compliance isn't the only benefit of SSO technology. SSO greatly enhances network security since passwords are generally the first line of defense for applications and data. Just as most burglars come in through the front door, many hackers will first try to guess a password to gain entry into the network. It doesn't take technical knowledge to access sensitive information if the password is posted on the monitor. SSO can result in an immediate improvement in security for sensitive applications and data. With a single password to remember, end-users are more likely to choose one that's difficult to crack, and change it frequently.

SSO can also relieve IT workloads. Despite the use of memory aids, most end-users forget passwords from time to time. When an employee forgets Password No. 4, his recourse is to call the help desk and have the password reset. In an enterprise, the sheer volume of password-related help desk calls adds up to significant productivity losses for both end-users and IT staff.

SSO can eliminate 95 percent of password-related help desk calls, and reduce IT staff time devoted to password management and resets. That can result in significant cost savings. Experts estimate that the average password-related help desk call costs about \$25. An enterprise with 2,000 employees fielding 1,400 such calls per month could save nearly half a million dollars per year through password management.

Passwords may seem like a necessary evil, but failing to establish and enforce strong password policies can have dire consequences. Easy-to-remember passwords not only threaten network security but expose organizations to potential regulatory penalties. SSO helps solve these problems by providing employees with one, strong password to access all their applications and data, and organizations with the ability to control and audit that access.

Subscribe Today!

This copy of the Adviser was provided by Emtec Inc.

To receive your FREE subscription, sign up online at www.emtecinc.com/adviser or send in this coupon.

New Subscription Change of Address

Name _____

Title _____

Company _____

Address _____

City _____ State _____

Zip _____

Phone _____ Fax _____

E-mail _____

Please print clearly. Send to Adventure Publishing, 4941 S. 78th E. Ave., Tulsa, OK 74145. Fax (918) 270-7134.

Copyright © 2011 CMS Special Interest Publications. All rights reserved.

Editorial Correspondence:

4941 S. 78th E. Ave., Tulsa, OK 74145

Phone (800) 726-7667 • Fax (918) 270-7134

Change of Address: Send updated address label information to above address.

Some parts of this publication may be reprinted or reproduced in nonprofit or internal-use publications with advance written permission.

The Adviser is published monthly by CMS Special Interest Publications. Printed in the U.S.A.

Product names may be trademarks of their respective companies.

4/11

Power-Packed Data Centers

More than 50 percent of data centers will incorporate high-density zones by year-end 2015, Gartner says.

The fastest-growing segment of the server market is the high-density blade sector, meaning that so-called “high-density zones” will need to be incorporated into most data centers during the next five years, according to Gartner. Through 2015, 50 percent of data centers will have a high-density zone, up from less than 10 percent in 2010.

Gartner defines a high-density zone as one where the energy needed is more than 10 kilowatts (kW) per rack for a given set of rows. Gartner analysts say that high-density zones will provide the best method to balance the power and cooling requirements of different IT equipment (servers, storage and networking gear) in the same physical data center, leading to energy cost optimization.

“High-density zones are by far the best way to manage the differences in the lifecycle changes of data centers’ building structures, electromechanical equipment and IT equipment,” said Rakesh Kumar, research vice president at Gartner. “However, many users remain unsure of the benefits of high-density zones — especially in gaining flexibility in capacity planning — as well as the potential pitfalls.”

Ever-Increasing Energy Requirements

Traditional data centers built as recently as five years ago were designed to have a uniform energy distribution of around 2kW to 4kW per rack, with cooling keyed to that level of power consumption. With the increasing use of high-density blade systems, this design envelope is no longer sufficient. A standard rack of industry-standard servers needs 30 square feet to be accommodated without supplemental cooling, and a rack that is 60 percent filled could have a power draw as high as 12kW. Any standard rack of blade servers that is more than 50 percent full will need to be in a high-density zone.

Kumar said that some of the main issues facing data center managers in the design of high-density zones include planning for lifecycle changes in IT hardware, space and cooling. For exam-

ple, traditional forced-air cooling methods become increasingly ineffective at densities above 15kW per rack. A high-density zone will therefore typically require supplementary cooling, such as a chilled-water system, hot/cold aisle containment or in-row/in-rack cooling.

“One of the most important strategic considerations in designing new data centers or refurbishing existing ones is balancing the rates of change between the building’s system and the IT systems,” said Kumar. “For example, over a 15-year period, a building will remain essentially the same, but the electromechanical systems will typically need one round of modifications, while the IT systems will typically be refreshed two to three times.”

Planning Ahead for Capacity

Kumar said that balancing these changes is difficult. The core of the problem is that new generations of IT equipment will become increasingly complex (blade systems and the evolving fabric architectures are examples), resulting in ever-increasing energy requirements. Therefore, one of the best ways to “future proof” against these problems is to use high-density zones. Gartner advises organizations to develop a high-density zone large enough to accommodate predicted IT capacity growth, which should typically be 20 percent to 25 percent of the raised floor space.

The space required for the high-density zone will depend on many variables. For example, the proportion of high-density IT equipment to standard equipment will provide a rough guide. However, users must also look at their future technical architectures, as the high-density zone must be big enough to accommodate growth.

Gartner advises using high-density zones as a mechanism to manage space within the data center. Where space costs are at a premium, users should ensure that the design and size of the zone can accommodate growth for at least five years and, where possible, up to 10 years. Using scalable power distribution units (PDUs) and moveable walls (for containment), should provide a scalable environment without over-engineering for growth.

Online Tax Filing Concerns Remain

Almost half of all Americans continue to have concerns that their personal and financial information would not be kept private and secure if they file their state and federal tax returns on the Internet, according to the results of a new national poll. The survey was commissioned by the online tax Web site Taxsoftware.com.

The level of concern fluctuates depending on the device to be used to file tax returns. Almost half (49 percent) are somewhat or very concerned about using desktop computers, or are so worried that they would not use the computer at all. It was 44 percent for laptop computers, 43 percent for smartphones, 32 percent for PDAs and 31 percent for iPads.

When compared with previous surveys, the newest results indicate that Americans are gradually becoming more comfortable with online tax filing. In a 2007 survey conducted for Taxsoftware.com, two-thirds of adults were concerned that their personal and financial information would not be kept private and secure if they prepared state and federal tax returns on the Internet. A similar poll in 1997 found that 83 percent of Americans had similar worries.

“The two good pieces of news from this survey are that people apparently feel the safest using the latest iPad technology to file their tax returns and that, over time, more Americans are feeling more comfortable about using the Internet to file those returns,” said Taxsoftware.com spokesman Mickey Macedo.

The Art of Video Games

The Smithsonian American Art Museum is inviting the public to help select video games that will be included in an exhibition to open next year. “The Art of Video Games” will explore the 40-year evolution of video games as an artistic medium, with a focus on striking visual effects and the creative use of new technologies.

Voting will take place online at www.artofvideogames.org. Participants can vote for 80 games from a pool of 240 proposed choices in various categories, divided by era, game type and platform. The games on the voting site were selected for their graphical excellence, artistic intent and innovative game design.

“I want this exhibition to include the collective voice of the video game world, which is not limited to the developers, designers and artists but also the game players,” said exhibition curator Chris Melissinos. “It is important to me that when gamers visit the exhibition, they find the experiences that most matter to them.”

The games on the ballot were selected by Melissinos and reviewed by the exhibition’s advisory group, consisting of game developers, designers, industry pioneers and journalists.

“The Art of Video Games” will feature some of the most influential artists and designers during five eras of game technology, from early developers such as David Crane and Warren Robinett (who created games for Atari in the 1970s) to contemporary designers like Kellee Santiago and David Jaffe. The exhibition will feature 80 games and 20 gaming systems ranging from the Atari VCS to the PlayStation 3.

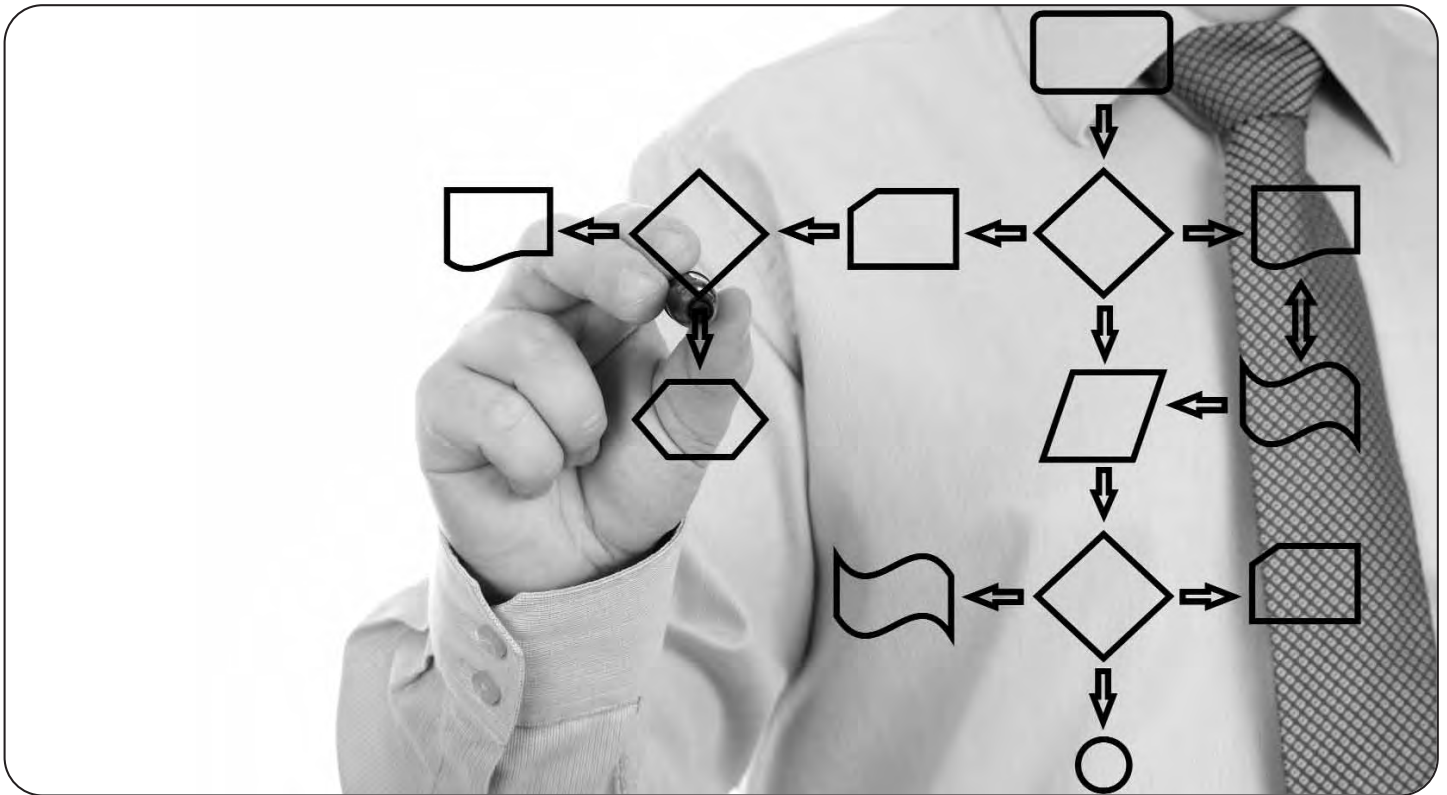
One in Three Suffer Phone Loss, Theft

At a time when smartphone use has become engrained in everyday life, a new survey from Norton reveals that 36 percent of consumers in the U.S. have fallen victim to cell phone loss or theft. Respondents reported that it cost an average of \$125.30 to resolve the situation.

Of the 20 most-populated cities in the U.S., Miami has highest rate of cell phone loss or theft (52 percent), followed by New York (49 percent) and Los Angeles (44 percent).

Norton noted that few respondents take steps to protect important and personal information stored on smartphones. Eighty-seven percent could neither remotely lock nor remotely wipe their phone’s memory after a loss or theft, and more than half (54 percent) did not password protect their phones.

Smartphone loss or theft is far more than an inconvenience for users — it also can place highly sensitive information at risk. According to a separate survey by Kaspersky Lab, approximately one-third of smartphone users store credentials such as PIN codes, passwords and user names to access personal and corporate e-mail on their devices. The Kaspersky Lab survey also noted that more than half (52 percent) of all smartphone users aren’t even aware of the existence of mobile protection software for their phones, and only 12 percent are already using it.



TRANSFORMING IT

Emtec, Inc. is an integrated IT solutions, services and systems provider driven by a singular mission: to help major organizations across a broad range of sectors realize fast and full return on their IT investments.

Our solutions offerings span the entire IT lifecycle, from IT Consulting and Application Services to Infrastructure Services and Cloud Solutions.

In short, we help you plan, procure, integrate, implement, manage and maintain IT to align with your business goals. We do that by combining the latest knowledge with proven IT products and systems from world-leading partners – and we have the consulting, engineering and technical expertise, resources, and personnel to efficiently handle projects of any size and complexity.

Our commitment to delivering IT solutions, systems and services of the highest standard is reflected in our ISO 9001 certification. Let Emtec help you transform IT into an investment that returns true value to your organization.



VISIT OUR WEBSITES TO LEARN MORE ABOUT OUR EXPANDED OFFERINGS:

WWW.EMTECINC.COM
WWW.EMTECFEDERAL.COM

IT CONSULTING

- ◆ IT Strategy & Planning
- ◆ IT Performance & Governance
- ◆ IT Process Improvement
- ◆ IT Security & Compliance

APPLICATION SERVICES

- ◆ Development, Maintenance & Support
- ◆ Package Implementation
- ◆ Validation & Verification
- ◆ Information Management

INFRASTRUCTURE SERVICES

- ◆ IT Service Management
- ◆ Procurement & Lifecycle Services
- ◆ Infrastructure Optimization
- ◆ Managed Services

CLOUD SOLUTIONS

- ◆ Cloud Strategy
- ◆ Cloud Development
- ◆ Infrastructure Optimization